REMARKS

This Amendment is in response to the Office Action dated August 13, 2004. The Office Action rejected pending claims 1-12. Claims 13-16 are withdrawn from examination. Claims 1-12 are now pending.

Paragraphs on page 7, line 20, page 8, line 19, page 9, line 17, page 10, line 22, page 12, line 17, page 13, line 23, and page 16, line 8, have been replaced with amended paragraphs to indicate the corrected nomenclature of the network 115. Figure 1 (one) was corrected to indicate the correct nomenclature of the network 115. No new matter was added. Reconsideration is respectfully requested in view of the following remarks.

II. Claim Rejections Under 35 U.S.C. §102

Claims 1-12 are rejected under 37 U.S.C. §102(e) as being anticipated by Hunter (U.S. Patent Publication U.S. Patent Publication US2001/0047426).

Hunter does not teach or suggest the present invention as claimed herein. As recited in claim 1, a method is provided for having a content engine interact with a mobile device. The content engine receives a wireless communication from the mobile device. The wireless communication includes a card that corresponds to a URL. The content engine signals a request to a database management system for an identification of that card. This request locates instructions in the database management system for assembling the content available on the URL for the mobile device. The content engine then accesses a network site located by the URL to retrieve specific network events that are identified from the instructions received from the database management system. The content engine then converts the network event into a wireless format and transmits it to the mobile device.

In contrast, Hunter teaches the use of linkage codes to automatically access a web resource without having to type in a lengthy URL. Hunter, [0025]. The Office Action suggests that Hunter's linkage code has similar functions as a card claimed by the present invention. Applicants respectfully submit that this assumption is erroneous.

The card disclosed by the present invention "corresponds to an IP network site, such as a website on the Internet." Specification, pg. 8, ln. 22. Conversely, a linkage code is a product bar code that is scanned by a bar code scanner. Hunter, [0021]. The linkage code is associated with a manufacturer's or vendor's server that can map a product code to their URL. Hunter [0033]. The linkage code is inputted into a client's software program that uses the decoded linkage code to request a URL template from an external server computer. Hunter, [0021] and [0024]. Hunter teaches the linkage code is a UPC code that is passed over the Internet to a URL-assembly server using profiled routing. Hunter, [0022] and [0028]. The URL-assembly server taught by Hunter obviates the need for wireless devices to have a plug-in to map the linkage code into a URL, and instead enables wireless device users to use linkage codes to access web content, such as a

manufacturer's webpage, by accessing the appropriate page of the URL- assembly server. Hunter, [0026].

In addition, Applicants respectfully submit that Hunter does not teach or suggest content engine signaling a database management system to retrieve instructions for assembling the content available in the URL. The Office Action pointed to paragraphs [0024] and [0030] of Hunter as teaching those elements of the present invention. However, at paragraphs [0024] and [0030], Hunter teaches profiled routing. According to Hunter, a user scans a UPC barcode to access a website associated with a product; the user then registers with a linkage code service such that the user can enter personal information into a user database and obtain a user identification code. The user database taught by Hunter links a particular wireless device with a user identifier.

In contrast, the database management system disclosed in the present invention identifies the card that uniquely defines the URL. The database management system further locates instructions, within the database, corresponding to the card. The instructions specify the network event or content to be retrieved from the URL identified by the card. The instructions are then sent to the content engine. Specification, pg. 9, lns: 4-10.

For the foregoing reasons, Applicants respectfully request that the rejection of the independent claims 1 and 7 be withdrawn. Because the dependent claims related thereto include further limitations in addition to those recited in their corresponding independent claim, Applicants believe that all depending claims are also allowable over the cited references of record. Reconsideration of this rejection on view of the pending claims is respectfully requested.

CONCLUSION

Applicants submit that the instant application is in condition for allowance, and such action is respectfully requested. Should the Examiner have any questions, the Examiner is requested to contact the undersigned attorney.

The fee of $60.00 (small entity) for a one (1) month extension of time is submitted herewith on the attached form PTO/SB/22. The Commissioner is authorized to charge any additional fees which may be required, including petition fees and extension of time fees, to Deposit Account No. 23-2415 (Docket No. 24286-711).

Respectfully submitted,

Date: 12/10/04

By: Christiana State

Christiana State
Registration No. 52,045

WILSON SONSINI GOODRICH & ROSATI
650 Page Mill Road
Palo Alto, CA 94304-1050
(650) 849-3330
Client No. 021971

Attachments: Replacement Sheets
Annotated Sheet Showing Changes

OIPE JC1007
DEC 1 0 2004
PATENT & TRADEMARK OFFICE

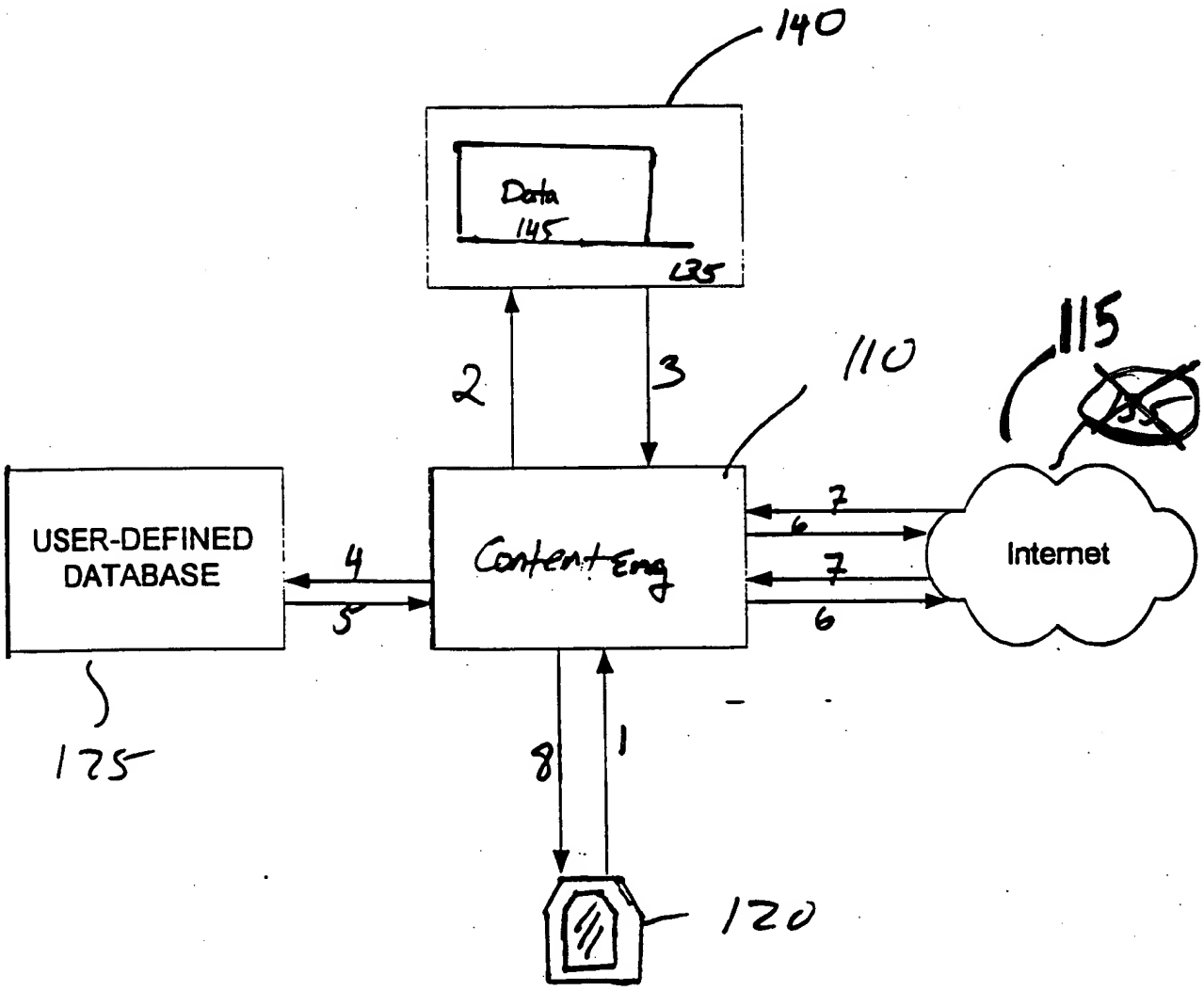

FIG. 1